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7   APPENDIX

The interviews based o the following key themes

- Limitations to the retail design
- Additional cost for restoration and maintenance (partly) at the retailer's expanse
- Retail branding and customer experience
- Retail design in general is short-lived while restoration should be longstanding
- Tax incentives and subsidy for restoration and maintenance
- Often time-consuming legal procedures for listed buildings
- Building receives a public function
- Conflicting interests between different stakeholders involved